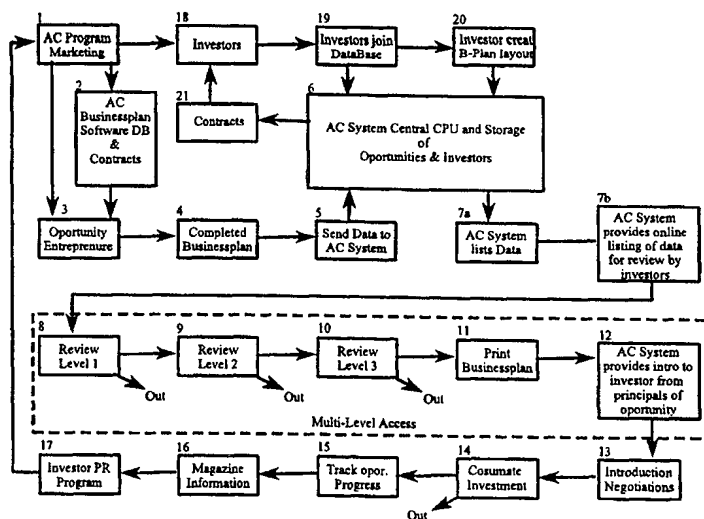




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G11B 19/00, G06F 7/52, 17/60, 19/00	A1	(11) International Publication Number: WO 00/11671 (43) International Publication Date: 2 March 2000 (02.03.00)
(21) International Application Number: PCT/US99/19014 (22) International Filing Date: 20 August 1999 (20.08.99) (30) Priority Data: 60/097,524 21 August 1998 (21.08.98) US (71)(72) Applicant and Inventor: WALDEN, Michael [US/US]; Apartment B, 2886 Westchester Pike, Broomall, PA 19008 (US). (74) Agents: DONOHUE, John, P., Jr. et al.; Woodcock Washburn Kurtz Mackiewicz & Norris LLP, 46th Floor, One Liberty Place, Philadelphia, PA 19103 (US).	(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i>	

(54) Title: BUSINESS DEVELOPMENT MANAGEMENT SYSTEM*AdVenture Capital Operations***(57) Abstract**

A novel system for matching an entrepreneur (3) with at least one of a plurality of investors (18) using a communication network for interactive communication is shown to include a first memory area for receiving information from the entrepreneur which information includes investment enticement information (4), a processor for assigning an identifier representative of the information and for making at least a portion of the information and the assigned identifier available to at least one of the investors and a second memory area for receiving communications from the investors indicating interest in working with the entrepreneur in relation to the information. In a preferred embodiment, the information is provided to the interested investor in pre-determined amounts.

FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AL	Albania	ES	Spain	LS	Lesotho	SI	Slovenia
AM	Armenia	FI	Finland	LT	Lithuania	SK	Slovakia
AT	Austria	FR	France	LU	Luxembourg	SN	Senegal
AU	Australia	GA	Gabon	LV	Latvia	SZ	Swaziland
AZ	Azerbaijan	GB	United Kingdom	MC	Monaco	TD	Chad
BA	Bosnia and Herzegovina	GE	Georgia	MD	Republic of Moldova	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagascar	TJ	Tajikistan
BE	Belgium	GN	Guinea	MK	The former Yugoslav Republic of Macedonia	TM	Turkmenistan
BF	Burkina Faso	GR	Greece	ML	Mali	TR	Turkey
BG	Bulgaria	HU	Hungary	MN	Mongolia	TT	Trinidad and Tobago
BJ	Benin	IE	Ireland	MR	Mauritania	UA	Ukraine
BR	Brazil	IL	Israel	MW	Malawi	UG	Uganda
BY	Belarus	IS	Iceland	MX	Mexico	US	United States of America
CA	Canada	IT	Italy	NE	Niger	UZ	Uzbekistan
CF	Central African Republic	JP	Japan	NL	Netherlands	VN	Viet Nam
CG	Congo	KE	Kenya	NO	Norway	YU	Yugoslavia
CH	Switzerland	KG	Kyrgyzstan	NZ	New Zealand	ZW	Zimbabwe
CI	Côte d'Ivoire	KP	Democratic People's Republic of Korea	PL	Poland		
CM	Cameroon	KR	Republic of Korea	PT	Portugal		
CN	China	KZ	Kazakhstan	RO	Romania		
CU	Cuba	LC	Saint Lucia	RU	Russian Federation		
CZ	Czech Republic	LI	Liechtenstein	SD	Sudan		
DE	Germany	LK	Sri Lanka	SE	Sweden		
DK	Denmark	LR	Liberia	SG	Singapore		
EE	Estonia						

Business Development Management System

Field of the Invention

The present invention relates to computer and communication systems and more particular to systems for matching persons having common interests, especially in
5 the area of emerging businesses.

Background of the Invention

The plight of the entrepreneur in acquiring investment monies has existed through out the world, since the first written accounts of business. The concept of investing in someone else's business developed into a major part of the U.S. and
10 international business economy. The "Wall Street" financial community endeavors to attract any and all potential investment opportunities and is the recognized venue for serious investors. Unfortunately this formal and rigorous arena for investment is not a general solution to investment in start-up business opportunities. The conventional method for new and young business is to attract friends, relations and participants in the
15 business itself. This is of course is a very difficult way to begin a business, and often the cause of the business failure.

Over the years various institutions have spun off small investment arms in order to exploit these new business opportunities. Unfortunately, some of this exploitation has involved taking advantage of less financially sophisticated entrepreneurs and is the
20 cause for venture capital firms to become known as "vulture capital firms" charging exorbitant rates for their services.

The major reason given for the high rates charged by these firms is the significant risk involved with venture investment. Firms are quick to defend this reason and will spout quips of varying degrees of relevance, but the reality is that venture

- 2 -

investment has never become a business. The primary reason general venture investment has never become a business, similar to the venture investment exhibited on "Wall Street" is due to the amount of work that needs to be performed on each and every business opportunity that manages to gain entry to the doors of any venture firm. Thus far, venture capital firms either have not been sufficiently creative to overcome this problem.

Designing a new method for new business would most likely yield a new and different resultant. Accordingly, a need still exists for methods, apparatus and systems for creating an easily accessible market for investment opportunities.

Summary of the Invention

The above described problems are overcome by a system for matching an entrepreneur with at least one of a plurality of investors. The system includes a communication network for interactive communication. The system further includes a first memory area for receiving information from an entrepreneur which information includes investment enticement information. A processor assigns an identifier representative of the information and makes at least a portion of the information and the assigned identifier available to at least one of the plurality of investors. A second memory area for receiving communications from investors indicating interest in working with the entrepreneur in relation to the information. In one embodiment the processor further enables transmission in the communication network of at least a portion of the information upon receipt of a communication indicating interest in the information.

It is especially preferred for the investment enticement information to include business plan information. It is also preferred for the preselected information to be provided in response to prompts provided to the investor. In such an embodiment, a second storage device and a second processor prompt the entrepreneur to provide the desired information. It is also preferred for the program to generate a data base of the information.

It is also preferred for the processor to be operative to provide information in different amounts depending on the interest indicated by a particular investor. For example, a second amount of the information can be provided in response to receiving a second indication from an investor and to provide a third amount of the information in response to receiving a third indication from that investor.

It is also preferred for the processor to preclude the transmission of information to one of the investors when that same information has already been provided

- 3 -

to another of investor for evaluation. In such an embodiment, the processor is operative to preclude the transmission of the information for a selected period of time. It is also an embodiment for the processor to generate a que of investors and enables the transmission of the information in response to the que.

5 In a further embodiment, the system further includes a third memory area for receiving investor selection information, wherein one of the investors provides address information of more than one destination for investment enticement information and wherein the processor enables the entrepreneur to select a destination from this address information.

10 **Brief Description of the Drawings**

The foregoing summary, as well as the following detailed description of the preferred embodiments, is better understood when read in conjunction with the appended drawings. For the purpose of illustrating the invention, there is shown in the drawings an embodiment that is presently preferred, it being understood, however, that the invention is
15 not limited to the specific methods and instrumentalities disclosed. In the drawings:

Fig. 1 is a flow drawing of the flow of information sought to be controlled with the present invention;

Fig. 2 is a flow chart of programming designed in accordance with the present invention; and

20 Fig. 3 is a diagrammatic view of a communication network system constructed in accordance with the present invention.

Fig. 4 is a diagrammatic view of a server system constructed in accordance with the invention.

Detailed Description of the Preferred Embodiments

25 The invention disclosed herein is a method, apparatus and system intended to address the tremendous market of new business investment. This includes investment of all kinds including but not limited to mergers and acquisitions, corporate turn-arounds, etc. Involvement with the venture capital market yields knowledge of the various problems and stigmas to new business investment. The present invention addresses the
30 problems of venture investment and more. The novel process of the present invention is automated and capable of processing many new business potentials simultaneously. The invention overcomes problems of the old approaches, and provided the missing component

- 4 -

that is required for success of any business, a market. Using the present invention, a market is able to be marketed, sold, developed and eventually become mature. Figure 1, depicts the general system design.

The first expression of venture capital investors is that the business must have two components, the sizzle and the stake. This relates to the stake being the market and how the new business intends to capture a significant part of that market, and the sizzle is the excitement of the market, the marketing, and the potential revenues that may be generated. These points can be reviewed over and over until deciding to -- go with a different opportunity. This is what usually happens and one of the reasons for entrepreneurs disfavor with the venture capital arena. The entrepreneurs get caught up in the investment "mill". Adventure Capital (AC) addresses this in a simple manner, by just listing the opportunities as they arrive on a network. The opportunities are segregated by various criteria and accessible by interested investment types. This has been done before, but outside of the entire program to be presented herein. A summary is presented and access to further information is made available by AC after qualifying the interested investment party. The reason AC accesses the investment party is because this party must be capable of delivering a viable and real assessment, also providing a written report to same. Obviously AC will enroll potential investment parties which will include their profiles and abilities to assess opportunities. This method differs from venture capital firms in that they have to address assessment through some existing relationship to a company in the specific market of interest. They are not the direct benefactors of the potential business opportunity but rather middlemen or intermediates. AC is a resource manager of business opportunities, making no assessments. Venture investment firms also have a particular "bent" at any given time and are not apt to state this particular market interest. AC takes no posture on market interest, again only providing access. The assessment is accomplished by the interested investment party. It is important to note that the investment opportunity is coded so that the interested parties can not contact the new business opportunities directly. The coding is capable of addressing any and all possible types of opportunities. This means that the coding must be capable of defining content in complete detail.

In the event that the interested investment party decides to proceed beyond the online information stage AC manages the communications interface. We document all

- 5 -

communications in a general format and assist the entrepreneur in presentation to the potential investment party. Keep in mind that the investment party is a large company that would benefit in some manner from the new business. These companies primarily are not financial investors, but rather invest their time and resources to analyze the potential business in order to determine it's viability. A major company can provide technical expertise, marketing research, etc., rather than the financing to purchase these services. Assisting the entrepreneur in this manner is much more effective than a venture firm sinking finances and it's claws into the new business venture. In the event that the business opportunity shows promise the investment party can propose an offer.

If the interested investment party decides to invest, AC assists the entrepreneur and the investing party in a number of ways. AC acts as an unbiased observer to protect both parties and to document the progress of the endeavor. AC, in conjunction with the interested investment party may recruit additional interested parties that provide additional services to the endeavor, such as marketing and even funding from other investors or bank loans. The documentation generated by AC is proprietary and is initially only available to the parties involved. AC has the sole rights to this documentation by prior contract with the involved parties.

At this point we have presented two parts of the AC management system. The listing service of potential business opportunities and the investment parties whose interests are in locating new business ventures. This cuts out the venture capital firms and connects the entrepreneur to the beneficiary of the new business, technology or intellectual property being offered. These ventures tend to be high tech investments, this is where venture firms fall short and require long assessment times and significant equity in the investment. AC manages the interface between the companies most able to quickly assess the opportunity at the lowest cost. The cost to the entrepreneur is basically nothing more than their time, and a commitment to the investing party to an option of first right of refusal on the investment offer. The assessment is generally held in secret by the interested party until after exercising the first right option. AC has recognized the potential for many other arrangements which are not discussed in this document.

Now the third and last component to the AC system. As previously mentioned the market must be established for a formal business to grow and mature. Presently there are many small venture firms, incubator facilities, and technology

- 6 -

development houses spread all over the country. They are difficult to deal with and with very little ability to offer any assistance of any kind, because there is no distinct market.

The only way that this type of service can begin, grow and prosper is by generating monetary value to the participating parties, to cover their time and effort. No venture firm

5 ever pays for such services, and AC must in order to attract the large corporations as registered paying members of the AC service. Generating monetary value for the large corporations is the key to the AC service success. AC accomplishes this by making it known to the business world that a particular corporation is a supporter of the AC management and a contributor as such. This means that a list of these large corporations,
10 as potentially interested investment parties, and their services provided to entrepreneurs are promoted by AC marketing efforts. This Public Relations "PR" program of advertising is a significant value to the large corporations. They spend very large sums of money to endear themselves to entrepreneurs and the general public. They are continually looking for marketing firms with a new twist to attract the public's eye, which reaches as high as
15 affecting corporate stock pricing. To what extent does AC address marketing these participating corporations? AC uses the information acquired in the process of the business assessment and the investment parties ongoing support as the marketing piece for that corporations PR program. We effectively track just how the progress of the opportunity develops, grows and matures, eventually reaching fruition. The contrary,
20 where the entrepreneurs apparent great business opportunity is shown to be without merit and false, is also of great interest. Essentially AC tracks the opportunity from womb to tomb. AC aligns with major publications producing premiere magazines in various industries. We make the AC program available only through these magazines which focuses entrepreneurs, engineers, physicists, etc., on purchasing these publications. The
25 AC program is presented as a "can you qualify", attraction by an exclusion marketing program to the markets. Those who qualify may compete for investment of the year. The reward is a major corporation taking them under their wing and to success in the marketplace. Success stories are always of great interest and this method of assessment, placement, and development to maturity provides for the highest number of successes.

30 This marketing is the missing component, without which the effort to formalize the venture investment market can not happen. This is the key to a totally automated investment marketplace akin to the "big board" on Wall Street, and with just as

- 7 -

much revenue capability. An entire new industry is developed from this approach, with an adventure for all participating. A new adventure in capital placement, "AdVenture Capital".

PROGRAM OPERATIONS OVERVIEW

- 5 1 Marketing
 1. Makes the program work
 2. The activities of all opportunity support is documented and provided to a magazine
 3. The PR drives the system on the investor end
 - 10 4. The ego drives the system on the entrepreneur end
- 2 Entrepreneur - acquires the business plan software and completes the required data input
 - 15 1. The entrepreneur is looking for the necessary capital - the data input addresses this. The entrepreneur acquires the data entry by purchasing the business plan software
 2. The entrepreneur completes the business plan
 3. The data is loaded into the main database
- 3 Investor
 - 20 1. The investor is looking for the opportunity to produce revenues
 2. The investor accesses the online database
 3. The investor interacts with the database to choose opportunities
 4. The investor invests their capabilities to bring the opportunity to market

PROGRAM OPERATIONS - PREFERRED EMBODIMENT

25 The following is a description of the system in it's most desired structure, but this is only for explanation purposes and not to be limiting the scope of this invention.

1 **The Software** - is in two components, the first is designed to acquire data from the entrepreneur. It is presented in a business plan form and organizes the plan data concerning entrepreneurs business opportunity. Although the form appears to be a standard business plan it is actually a database, formatted as a business plan. The various sections of the plan are actually fields of the database. This manner of business plan data acquisition

30

- 8 -

provides for the reorganization of the data at various points of the program. Also, the investor is provided custom executive summaries and business plans utilizing the database.

1. The "AC Program Marketing" block1, demonstrates the presentation of the AC program, including the "AC Businessplan Software DataBase and Contracts" block 2, to the "Opportunity/Entrepreneur" block 3. The Businessplan database software prompts the entrepreneur to answer the various aspects of the proposed business opportunity.

2. The data entered in "A" above "Completed Businessplan" block 4, is then loaded into a central computer data management system through "Send Data to AC System" block 5, and the "AC System Central CPU and Storage of Opportunities and Investors" block 6. This management system operates on the Internet or any comparable network. The business opportunity data is uploaded to the data management system after completion and by the entrepreneur. This may be accomplished directly through the entrepreneurs access to the Internet by:

1. The entrepreneurs computer, modem, and Internet provider connection
2. Mailing a disk to the central office of operations where the disk is loaded on the central computer
3. Once the business opportunity data is loaded on the data management system residing on an Internet site, Investors may access the opportunity data list through "AC System list Data" block 7a and 7b, at the web site to browse for business opportunities. The Investor access operates with a multi-level access, each level progressively releasing more data to the Investor. The last level provides a complete print of the total opportunity. The levels are:

1. The First Level - is "Review Level 1" block 8, where the Investor(s) may brows the database to locate various

- 9 -

opportunities of interest. At this level the opportunity data is a brief expression providing simple overviews of the opportunities. Upon finding an opportunity of interest the Investor may click on a "check box", indicating an interest in this opportunity and to view more in-depth information. This action causes the Internet system to time/date stamp the investors request for more information. More information is only available at the second level. Access to the second level information is not available until certain criteria have been met.

2. The Second Level - of the database "Review Level 2" block 9, is accessible by the Investor only through level one and is required to respond within an expressed period of time as to interest. The second level information expresses more detail concerning the business opportunity. The Investors access to this level is by subscription. As a registered subscriber the Investor has previously defined a desired format for the second level information. This is a custom design made specific to each Investor. When the Investor logs into the main database site on the Internet the custom second level information format is instituted and data displayed in that custom format. The information may then be printed by the Investor for later review. The databased business opportunity information makes possible the presentation of the data in various formats. This custom format makes possible the ability to compare each opportunity directly to every other opportunity. This is due to the data being presented in identical format, providing for an "apples to apples" evaluation. In the event that the Investor desires to pursue the chosen opportunity or opportunities a click on the "check box" presented on the Internet, providing for more information. More information is only accessible at the third

- 10 -

level. Access to the third level information is not available until certain criteria have been met.

3. The Third Level - of the database "Review Level 3" block 10, is not accessible by the Investor until clearing the time/date que. If the Investor is first to request a particular business opportunity then the investor has immediate access to the second level. If the Investor is not the first to request further information then the request is entered into a que until the prior Investor inquiry has declined from any interest in the opportunity. In the event the prior Investor does not decline from further inquiry on the opportunity(has continuing interest) the access to this particular business opportunity is not released and not relinquished for accessed by other Investors. When the investor presently addressing the opportunity of interest does decline from further interest they click on the "click box" on screen while on the Internet, enabling the release of that particular opportunity to other potential investors. In the event the Investor desires to proceed forward they click on the "click box" on screen while on the Internet, enabling the furtherance of that interest. This action enables the printing of a custom business plan "Print Businessplan" block 11. This Businessplan has been designed by the specific investor reviewing the opportunity. At this juncture the investor may then be interested enough to request an introduction to the Principles of the opportunity "AC System provides intro to investor from principals of the opportunity" block 12. The "Introduction/Negotiations" block 13, is the point of final offer from both sides. Finally the investment is either consummated or rejected "Consume Investment" block 14. After consummation, the endeavors of the investor are tracked "Track Opor. Progress" block 15, and the resultant

- 11 -

information is provided to various magazines flushing out articles on business development "Magazine Information" block 16. These articles generate significant PR for the investors and any involved parties "Investor PR Program" block 17. This PR program is a significant part of the "AC Program Marketing" block 1.

4. The AC program marketing proceeds to solicit investors "Investors" block 18, and have them enroll in the AC program DataBase "Investor Join Database" block 19. They are required to design there own businessplan format "Investor create B-Plan layout" block 20, and then receive their contracts of relationship "Contracts" block 21.

The Database - is constructed from any suitable software and may take two or more formats. The first format is that of a disk component containing a business plan questionnaire that may be distributed to the general marketplace and for access and use by entrepreneurs. The distribution may be accomplished by any suitable means such as mail, through Internet data transfer, or any other suitable communications media. This disk contains a functional component of the main database. After completing the database business plan the disk may be sent to a central office for processing. The central office contains the main database and the disks database information containing business plan data may be loaded into the main database. The second format provides for the database disk to be completed by the entrepreneur, the entrepreneur then transfers the completed business plan data by modem. The entrepreneur may access the Internet and transfer the data to the central office main database server. This method also makes possible the direct entry of the business plan directly to the Internet, the business plan questionnaire residing on the Internet web site for completion by the entrepreneur.

The main database provides the management of the business plan data and the conversion of the business plan format into each investor's custom format of various entrepreneurs business plan information. The construction of the business plan data from the original database format into

- 12 -

an executive style format is accomplished by obtaining a custom design from each investor subscriber. This custom format is implemented within the main database on the Internet so that each investor may view the second level information in their own unique presentation. This format may be viewed on screen or printed by the investor.

The Internet - is used as a communications/marketing media for investment in business opportunities. The Internet web site provides a central location for all users to search, locate, choose, view, download, and print data of interest on available opportunities from any participating entrepreneur. Once the entrepreneur data is entered it is immediately available for first level access by anyone accessing the web site. The access may be accomplished through online computer, wireless, web TV, or any other communication media.

The Marketing Operations

The Entrepreneur

1. The entrepreneur is presented an opportunity to acquire the necessary faculties in order to bring the opportunity to the marketplace
2. The offer is generally presented as a kind of a contest. The contest is a disk containing a business plan/form to be completed in total. On completion data is entered loaded into the main database on the Internet either by online transfer or by mailing the disk to the central offices of operations supporting the main database.

The Investor

1. The investor is solicited to subscribe to the online business opportunity service.
2. The incentive is
 1. the ability to access new business opportunities before the general public
 2. the ability to acquire tremendous public relations
 3. the ability to limit the risk of dealing with the entrepreneur (legal)

- 13 -

4. the ability to access opportunities on a uniform evaluation basis with a standard format of presentation

3 The Magazine

1. The magazine benefits from the ability of have a continuing source of business information
2. The system provides for tracking all investor support and development by implementing a management team, documenting technology and business activities

SYSTEM OPERATIONS OVERVIEW

10 1 **The Marketing**

1. The Public Relations marketing drives the system on the investor end
2. The activities of all opportunity support is documented and provided to a magazine
3. Makes the program work - provides financial benefit to the investors as an additional incentive to participate
4. The ego drives the system on the entrepreneur end

2 **The Entrepreneur** - acquires the business plan software and completes the required data input

1. The entrepreneur is looking for the necessary capital - the data input addresses the
2. The entrepreneur acquires the data entry by purchasing the business plan software
3. The entrepreneur completes the business plan
4. The data is loaded into the main database

25 3 **The Investor**

1. The investor is looking for the opportunity to produce revenues
2. The investor accesses the online database
3. The investor interacts with the database to choose opportunities
4. The investor invests their capabilities to bring the opportunity to market

30 **Management of Non-Solicited Opportunities**

Many companies receive unsolicited opportunities on a regular basis. These opportunities are also a liability, in that they need to be handled and appropriate response. If a letter is received and not responded to the receiver stands a chance of being accused of using the technology

- 14 -

without consideration of the inventor. The receiver of the technology having no intent of this happening needs to review these unsolicited opportunities or just return the mail to the sender, unopened. The statistics point out that most new technologies come from outside of an entity rather than from within. It is generally stated that those looking for opportunities “don’t want to see all of them but don’t want to miss any either”.

Utilizing the present invention an efficient means of handling this problems is presented herein. The receiver of unsolicited opportunities, as a participant and supporting member of the organization system for business development, is provided a process to totally manage the incoming mail of unsolicited opportunities. The receiver of this mail and clearly not directed to anyone may choose to stamp the opportunity received with a “RETURN TO SENDER” stamp. The stamp also includes a new address mark stating an Internet web address. The entrepreneur, upon receiving the returned letter observes that the letter has not been opened.

Singular Opportunity Offerings

Another embodiment of this invention addresses the way that those interested in new opportunities may effectively implement the new invention presented herein. Hereafter, for purposes of explanation, the creator of opportunities is referred to as sender and those interested in opportunities are referred to as receivers.

Statistics point out that most new technologies and opportunities come from outside of an entity rather than from within. Many companies receive unsolicited opportunities on a regular basis. Those looking for opportunities “don’t want to see them all but don’t want to miss any either”. The opportunities can also be a liability, in that they need to be handled with an appropriate response. If a letter is received and inadvertently not responded to, there potential for being accused of using the technology without consideration of the inventor. Additionally, Corporations do not want an elaborate disclosure of an opportunity to arrive in the mail and unknowingly read this information, potentially obligating them in some manner.

Unsolicited opportunities may be returned to the sender as improperly addressed mail. They may be stamped “RETURN TO SENDER” and include the corrected address, that of an Internet web address. This return procedure may be an interim procedure until the web address of the new process becomes well known. Upon arriving at the web site address the sender of the opportunity observes the information management system process as described by the invention herein. At this web site the sender of the original letter to BigCo Corporation is instructed as to the systems operation. The sender of the opportunity is first instructed to

- 15 -

upload the business plan software to their computer, for completion. This software will be comprehensive to accommodate any type or style of opportunity, whether a manufacturing business or a service. The buzplan is designed to be universal and to become a standard for the industry. After the Business plan is completed it is uploaded back to the web site's computer server, it's place of origin.

After loading is complete, the sender may enter this web site, and click on the display of the logo or name of the company to which they originally mailed their opportunity, in this case it is BigCo Corp. By clicking on BigCo Corp., the sender's opportunity is routed directly to the single entity of BigCo. Additionally, clicking on BigCo Corp's logo on a screen may cause the appearance of a new screen displaying a map of BigCo's departmental structure. By selecting an appropriate department relative to the sender opportunity, the opportunity business plan may be directed to a particular department within BigCo and potentially to a specific person.

In summary, on the web, clicking on BigCo Corp. causes the presentation of a new screen displaying departments and or personnel available to receive opportunities for review. In this manner the sender may select to solicit a singular receiver of an opportunity or many individual reviewers. The sender is also instructed by the web site that they may enter their opportunity into the general system, making the opportunity available to all potential receivers of opportunities.

While the present invention has been described in connection with the preferred embodiments of the various figures, it is to be understood that other similar embodiments may be used or modifications and additions may be made to the described embodiment for performing the same function of the present invention without deviating therefrom. Therefore, the present invention should not be limited to any single embodiment, but rather construed in breadth and scope in accordance with the recitation of the appended claims.

- 16 -

Claims

What is claimed is:

1. An apparatus for facilitating the matching of an entrepreneur with at least one of a plurality of investors, comprising:
 - a storage device; and
 - a processor, connected to the storage device, the storage device storing a program for controlling the processor; and
 - the processor operative with the program to receive information from said entrepreneur which information includes a basic business plan;
 - assign an identifier representative of the particular entrepreneur submitting said information;
 - making at least a portion of said information and the assigned identifier available to said plurality of investors; and
 - receive an indication from one of said investors that said investor is interested in working with said entrepreneur in relation to said basic business plan.
2. A method for using a computer to facilitate the matching of an entrepreneur with at least one of a plurality of investors, comprising:
 - inputting into the computer information from said entrepreneur which information includes a basic business plan;
 - inputting into the computer an identifier representative of the particular entrepreneur submitting said information;
 - outputting at least a portion of said information and the assigned identifier to said plurality of investors; and
 - inputting into the computer an indication from one of said investors that said investor is interested in working with said entrepreneur in relation to said basic business plan.

- 17 -

3. A system for matching an entrepreneur with at least one of a plurality of investors, including a computer system accessible for on-line interactive communication with users, said computer system comprising:

a first memory area for receiving information from said entrepreneur which information includes investment enticement information;

a processor for assigning an identifier representative of said information and for making at least a portion of said information and the assigned identifier available to said plurality of investors; and

a second memory area for receiving an indication from one of said investors that said investor is interested in working with said entrepreneur in relation to said information.

4. A system for matching an entrepreneur with at least one of a plurality of investors, said system including a communication network for interactive communication, said system comprising:

a first memory area for receiving information from said entrepreneur which information includes investment enticement information;

a processor for assigning an identifier representative of said information and for making at least a portion of said information and said assigned identifier available to at least one of said plurality of investors; and

a second memory area for receiving communications from said investors indicating interest in working with said entrepreneur in relation to said information.

5. The system of claim 4, wherein said processor further enables the transmission in said communication network of at least a portion of said information upon receipt of a communication indicating interest in said information.

6. The system of claim 4, wherein said investment enticement information comprises business plan information.

7. The system of claim 4, wherein said investment enticement information comprises preselected information.

8. The system of claim 7, wherein said preselected information is provided in response to prompts provided to said investor.

9. The system of claim 4, wherein said system includes a second storage device and a second processor, accessible by said entrepreneur, said second storage device storing a program for controlling the second processor, wherein said second processor is operative with the program to prompt said entrepreneur to provide desired information.

- 18 -

10. The system of claim 9, wherein said program is operative to generate a data base of said information and wherein said second processor enables the transmission in said network of said data base.

11. The system of claim 4, wherein said processor is operative to provide a second identifier representative of an investor.

12. The system of claim 4, wherein said processor is operative to provide a first amount of said information in response to receiving a first indication from one of said investors.

13. The system of claim 12, wherein said processor is operative to provide a second amount of said information in response to receiving a second indication from said one of said investors.

14. The system of claim 13, wherein said processor is operative to provide a third amount of said information in response to receiving a third indication from said one of said investors.

15. The system of claim 4, wherein said processor is operative to preclude the transmission of said information to one of said investors when said information has already been provided to another of said investors.

16. The system of claim 4, wherein said processor is operative to preclude the transmission of said information for a selected period of time.

17. The system of claim 4, wherein more than one of said investors provides an indication of interest in said information and wherein said processor is operative to generate a que of said investors and enables the transmission of said information in response to said que.

18. The system of claim 4, wherein when a first of said investors has already been provided said information and said information is being used and wherein a second of said investors provides an indication of interest in said information, said processor is operative to generate and transmit an indication to said first investor that another of said investors is evaluating said information.

19. The system of claim 4, wherein when said entrepreneur submits said information, said entrepreneur also provides an indication that said information will not be disclosed by said entrepreneur other than through said system for a period of time.

20. The system of claim 4, wherein said processor is operative to forward said information to one of said investors other than through said system.

- 19 -

21. The system of claim 4, wherein said processor is further operative to arrange a conference between said entrepreneur and an investor indicating an interest in said information.

22. The system of claim 4, further comprising a third memory area for receiving investor selection information, wherein one of said investors provides address information of more than one destination for investment enticement information and wherein said processor enables said entrepreneur to select a destination from said address information.

24. The system of claim 22, wherein said one of said investors further indicates that no information can be submitted except through said system.

1/3

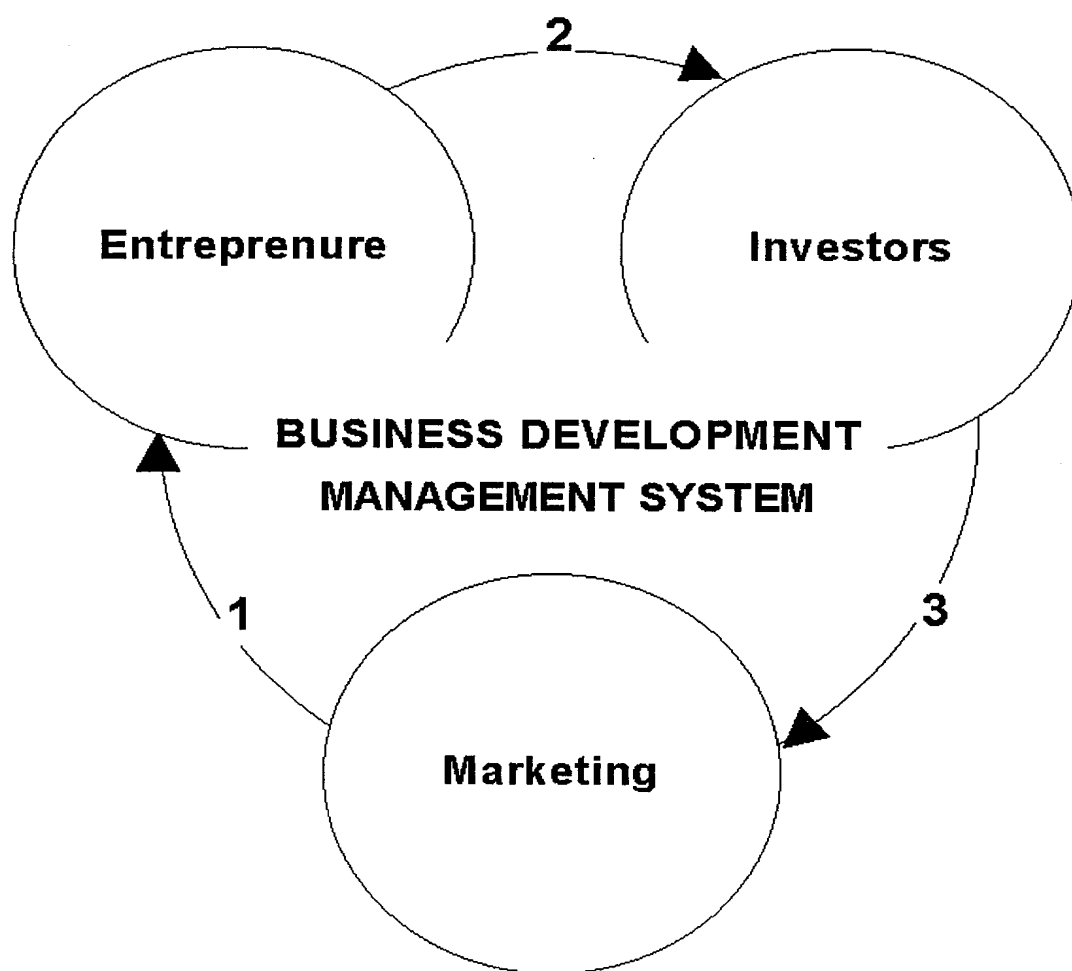
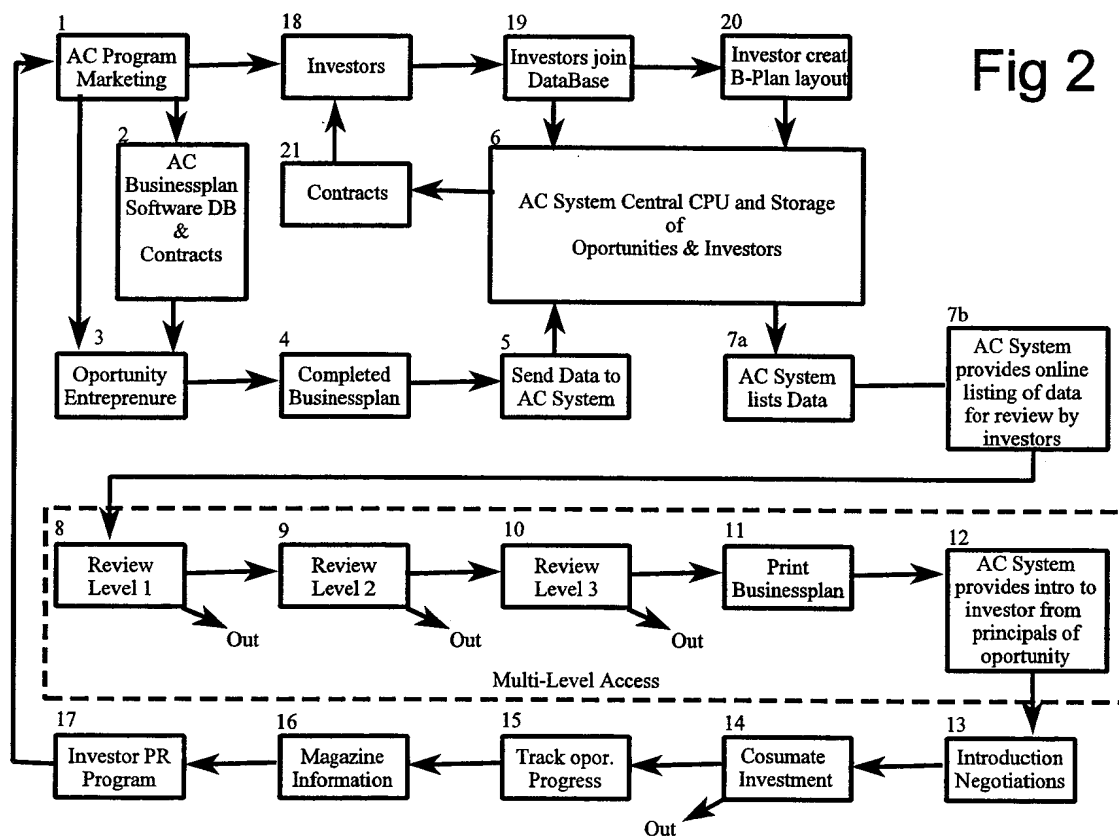


Figure 1

2/3



AdVenture Capital Operations

3/3

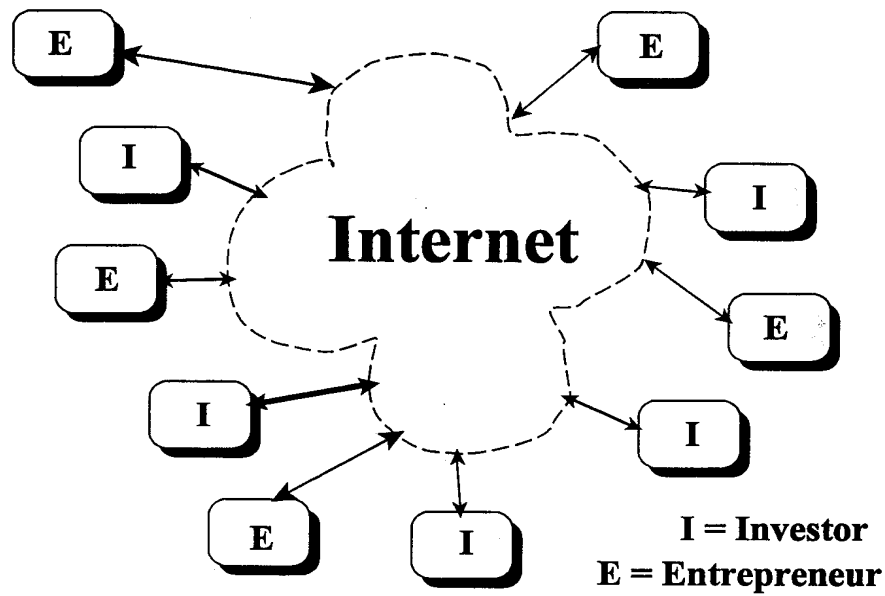


Fig. 3

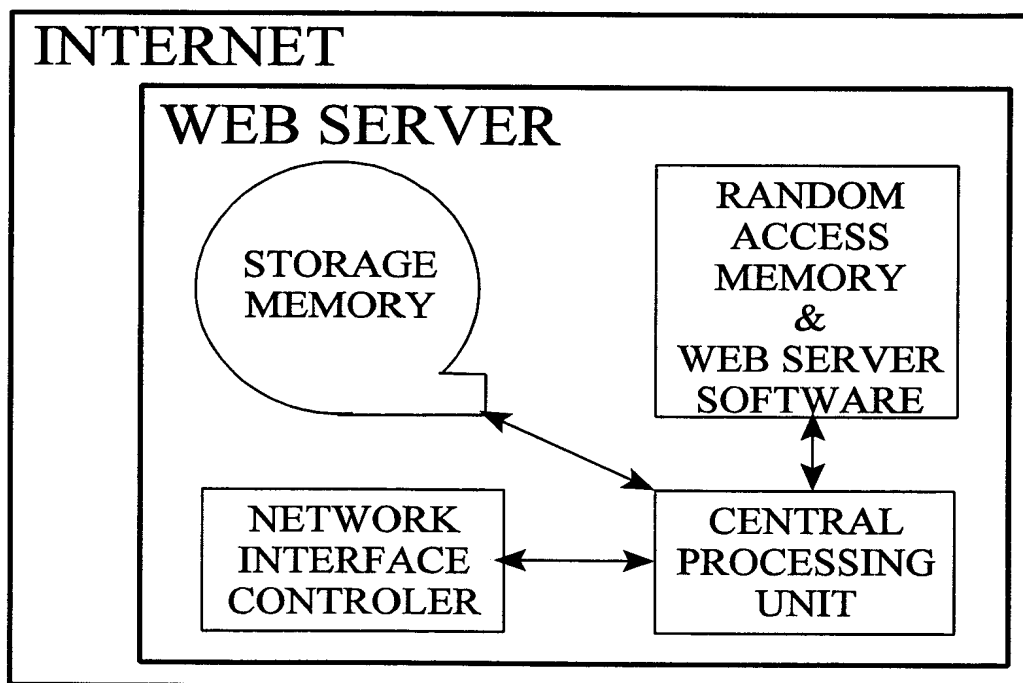


Fig. 4

INTERNATIONAL SEARCH REPORT

 International application No.
 PCT/US99/19014
A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) : G11B 19/00; G06F 7/52, 17/60, 19/00

US CL : 705/35, 36, 37

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/35, 36, 37

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

APS

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,502,637 A (BEAULIEU et al) 26 March 1996, col 4, lines 11-59; col 6, lines 12-15; col 7, lines 4-29; and col 9, lines 6-59.	1-14
X	US 5,664,115 A (FRASER) 02 September 1997, col 4, line 6 - col 5, line 26; col 7, lines 8-37; col 7, line 66 - col 8, line 22; and col 9, lines 8-44.	1-14, 20
X,P --- Y,P	US 5,893,079 A (CWENAR) 06 April 1999, col 4, lines 4-50 and col 8, lines 42-58.	9, 20 ----- 1-8, 10
X,P --- Y,P	US 5,913,202 A (MOTOYAMA) 15 June 1999, col 3, lines 34-51.	9, 20 ----- 1-8, 10



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
E earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*G* document member of the same patent family
O document referring to an oral disclosure, use, exhibition or other means	
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

07 OCTOBER 1999

Date of mailing of the international search report

25 OCT 1999

 Name and mailing address of the ISA/US
 Commissioner of Patents and Trademarks
 Box PCT
 Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

JAMES W. MYHRE

Telephone No. (703) 308-7843

Joni Hill